



10TH ANNUAL
GOVERNOR'S
**SMALL BUSINESS
OUTREACH**
SUMMIT

THRIVING MINDS

**The Essential Role of Mental Wellness for a Productive
Business Owner**

Dr. Angela Gustus

Dr. Angela I. Gustus is the CEO and Co-Owner of *The CMAG Group*, a family of companies advancing business, health, safety, and community innovation. With more than 30 years of experience in human services, leadership, and business development, she has guided over 70 organizations in achieving sustainable growth and operational excellence.

A sought-after consultant, author, and speaker, Dr. Gustus brings practical insight and inspiration to leaders seeking to build purpose-driven, profitable organizations that serve both people and progress.



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Objectives

Understanding the Entrepreneur's Mental Load

From Burnout to Balance: Practical Mindset Shifts

Mental Wellness as a Business Strategy

Mental Health vs. Mental Wellness

Mental Health

- Clinical
- Overall state of our mental functioning

Mental Wellness

- Achieving a state of mind in the holistic sense.
 - A dynamic state of well-being that supports clarity, creativity, and consistent performance.

Imposter Syndrome



Toxic Productivity (overworking)



Burnout



Financial Stress



Loneliness & Isolation



Entrepreneurship Mental Health Statistics



87.7% of entrepreneurs struggle with at least one mental health issue

34.4% of entrepreneurs experience burnout

50.2% of entrepreneurs struggle with anxiety

45.8% of entrepreneurs struggle with high stress

26.9% of entrepreneurs feel lonely or isolated

You can't
pour from an
EMPTY cup



You
shouldn't
pour from a
DIRTY cup



From Burnout to Balance



Mindset #1

Redefine Success

- Move away from “I have to do everything” to “I’m building systems that sustain me”
- Energy ROI: Tracking what activities drain vs. energize you

Mindset #2

Build Emotional Fitness

- Emotional Fitness: recognizing feelings without judgment
- Mindful Pausing: Breathing exercises can level set your day

Mindset #3

Creating Healthy Boundaries

- Blocking time for productivity
- Setting boundaries with your team
- Boundaries are NOT Barriers

Mindset #4

Seek Connection

- The right entrepreneur peer group can be a game changer.
- Invest in yourself. Don't wait until the car breaks down to get a tune-up.

Mindset #5

Physical Health is Mental Health

- Find an activity that you enjoy, develop a routine, and stick to it.
- Pickleball saved my life.



Mental Wellness as a Business Strategy



Surviving (*Endurance*)

- Reacting, not planning
- Being busy and rarely focused
- Stressed and fatigued
- Saying yes to everything
- Working **IN** the business



Surviving *(Maintenance)*

- Reacting, not planning
- Being busy and rarely focused
- Stressed and fatigued
- Saying yes to everything
- Working **IN** the business



Thriving *(Growth)*

- Being intentional and strategic
- Calm, clear, and concise
- Create space for rest and set boundaries
- Choosing what truly matters
- Working **ON** the business

Benefits of Mental Wellbeing

Mirroring

Teams mirror the emotional state of the leader. When you regulate yourself, they perform.

Innovation

Mental wellness drives innovation. A clear and rested mind sees opportunities that a stressed mind will miss.

Productivity

Companies with high well-being cultures report 31% higher productivity and 37% less absenteeism. (HBR)



Women Executive Leaders: Understanding the journey and creating a path for future leaders.

- Communication
- Evaluation
- Mentorship
- Business Acumen



The P.E.A.C.E. Framework for Thriving Entrepreneurs

P – Pause with Purpose

E – Evaluate your Energy

A – Align Actions with Values

C – Connect Intentionally

E – Evolve Continuously

P – Pause with Purpose

- Step back to reset your mind before reacting or deciding.
- Create intentional pauses throughout the day (morning meditation, five-minute breathing breaks, quiet reflection before important meetings)

“Pause is power. It gives you space to respond instead of react.”

E – Evaluate your Energy

- Check in regularly: What gives you energy vs. drains you?
- Align tasks and people with your natural strengths and rhythms.
- Schedule around energy peaks rather than the clock.

“Your energy introduces you before you speak. Make sure it says something powerful.”

A – Align Actions with Values

- Ensure that daily decisions reflect your deeper purpose, not just profit.
- Ask yourself, “Does this move me closer toward the direction of my goals?”
- Build boundaries that protect your peace, creativity, and integrity.

“The quickest way to lose peace is to act against your own principles.”

C – Connect Intentionally

- Foster real connection with yourself, your team, your mentors, and your community.
- Replace isolation with accountability and collaboration.

“Connection is the antidote to entrepreneurial loneliness.”

E – Evolve Continuously

- Commit to growth personally, professionally, and spiritually.
- Reflect, learn, and adapt as both a leader and a human.
- View challenges as catalysts, not crises.

“Evolution is not about changing who you are. It is about becoming more of who you are meant to be.”

The P.E.A.C.E. Framework for Thriving Entrepreneurs

P – Pause

E – Evaluate

A – Align

C – Connect

E – Evolve

**“Use everything you have
To do everything you do
Because everything you do
Is a chip off of you”**

-Dr Gustus (1983)

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